

Crystal Cruz

c/o Napoli Management Group
8844 West Olympic Boulevard, Suite 100
Beverly Hills, California 90211
310.385.8222

CAREER SUMMARY

Passionate reporter chasing stories viewers won't see anywhere else.

EDUCATION

University of California, Irvine
Irvine, California
Bachelor of Arts in Psychology

PROFESSIONAL EXPERIENCE

Reporter

August 2011 to Present

KTVK-TV, Phoenix, Arizona

Reporter who enterprises stories daily and reports live for the 4:30 and 5:30pm broadcasts. Extensive use of social media to tease stories and provide the audience with photos from the field. Contributes stories daily to the station website.

Reporter/Video Journalist

August 2010 to August 2011

WGCL-TV, Atlanta, Georgia

An enterprising MMJ who was also a utility player in the newsroom. Versatile in her skills and approach, she shot, wrote, and edited two stories for the 4 and 5pm broadcast. Social media guru who used the medium to better reach fans and news seekers.

Reporter/Video Journalist

September 2008 to August 2010

KMIR-TV, Palm Desert, California

Video journalist who was a night side reporter for the 10 and 11pm broadcasts. Also put together stories for the early shows. Ran the assignment desk and updated the website.

Reporter/Video Journalist

August 2007 to August 2008

KZSW-TV, Temecula, California

Shot, wrote and edited two packages daily. Bureau Chief for the Riverside/San Bernardino area. Enterprises all of her own stories and sent via FTP or covered stories live.

Reporter/Producer

January 2007 to August 2007

KOCT-TV, Oceanside, California

Produced, coordinated multiple interviews, wrote and edited 4 minute segments for "Inside Oceanside," a monthly magazine show.

Editor/Writer

May 2006 to August 2007

KGTV-TV, San Diego, California

Began as a show editor who also edited multiple reporter packages for the 5, 6:30 & 11pm shows. Worked as a writer and assisted the producer for the 5pm/6pm show.

PROFESSIONAL AFFILIATIONS

RTDNA
NPPA
NAHJ